

**CERTIFICATE OF ELECTRONIC TRANSMISSION**

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Date: July 17, 2007 Name: Scott A. Timmerman (Reg. No. 55,678)

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application:

Elliot Yasnovsky et. al.

Serial No.: 10/700,837

Filed: November 3, 2003

For: SELF-SERVICE PLATFORM FOR  
SELLING ADVERTISING

Examiner: Namrata Boveja

Group Art Unit: 3622

Confirmation No.: 5781

**AMENDMENT AND REMARKS**

Mail Stop: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated April 17, 2007, please enter the following amendment and consider the following remarks: